

## ABSTRACT

A method for simulating an appearance of make-up and fashion accessories on an image of a consumer and for marketing such products includes compiling a database of a plurality of products having appearance information for each product, acquiring a base image of a consumer having a plurality of pixels, identifying a product application area in the base image having a blending region, where the product application area and blending region thereof are by sets of pixels of said base image, receiving a product selection from a consumer, retrieving appearance information associated with a selected product from the database, modifying the appearance information of the product application area according to the appearance information of the selected product, blending the blending region with the base image by modifying appearance information of pixels of the blending region according to appearance information of the selected product and according to appearance information of associated pixels of the base image in the blending region, displaying a composite image of the base image as modified and blended in the application area and the blending region thereof, and providing means to display an alternative product within the product application area.

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